

1997


DORAL

Discover
The Difference.

51861 5728

OUTDOOR ADVERTISING

51861 5729

DORAL FULL FLAVOR

14 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

DORAL



Discover The Difference.

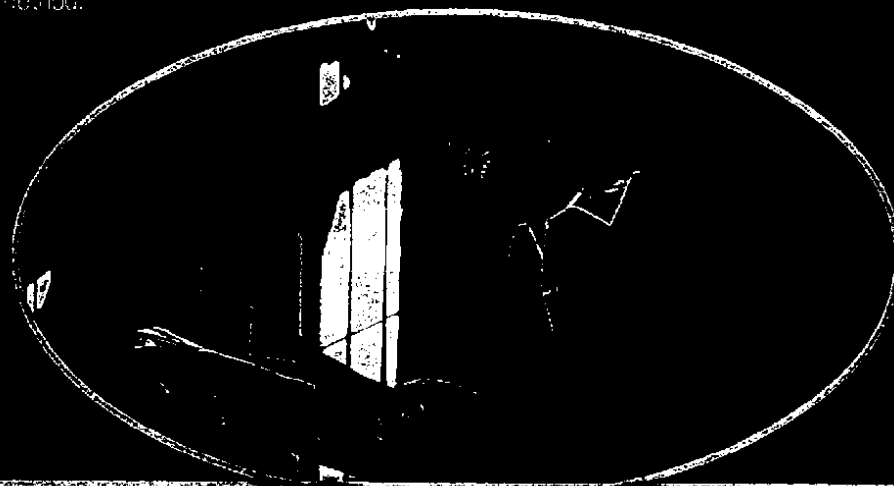
SURGEON GENERAL'S WARNING: QUITTING SMOKING NOW GREATLY REDUCES SERIOUS HEALTH RISKS.

51861 5730

DORAL FULL FLAVOR

14 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

DORAL



We Listen To Our Customers.

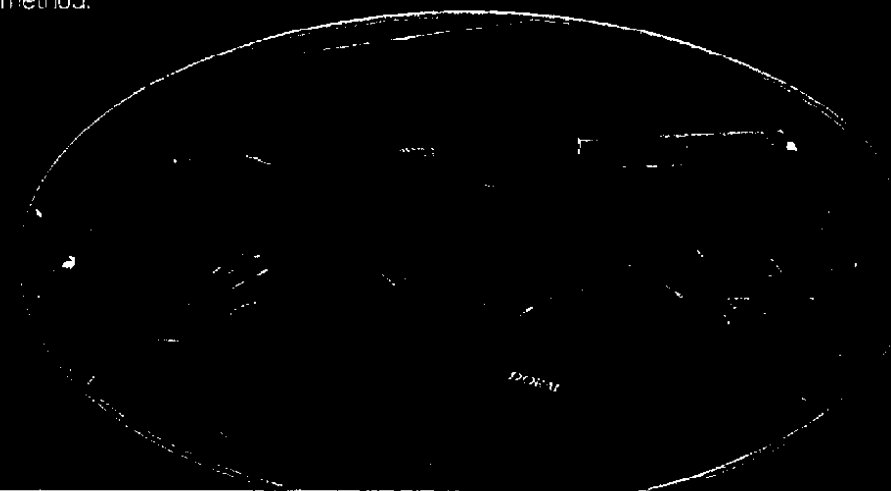
SURGEON GENERAL'S WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASE, AND EMPHYSEMA.

51861 5731

DORAL FULL FLAVOR

14 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

DORAL



We Choose Only Quality Tobaccos.

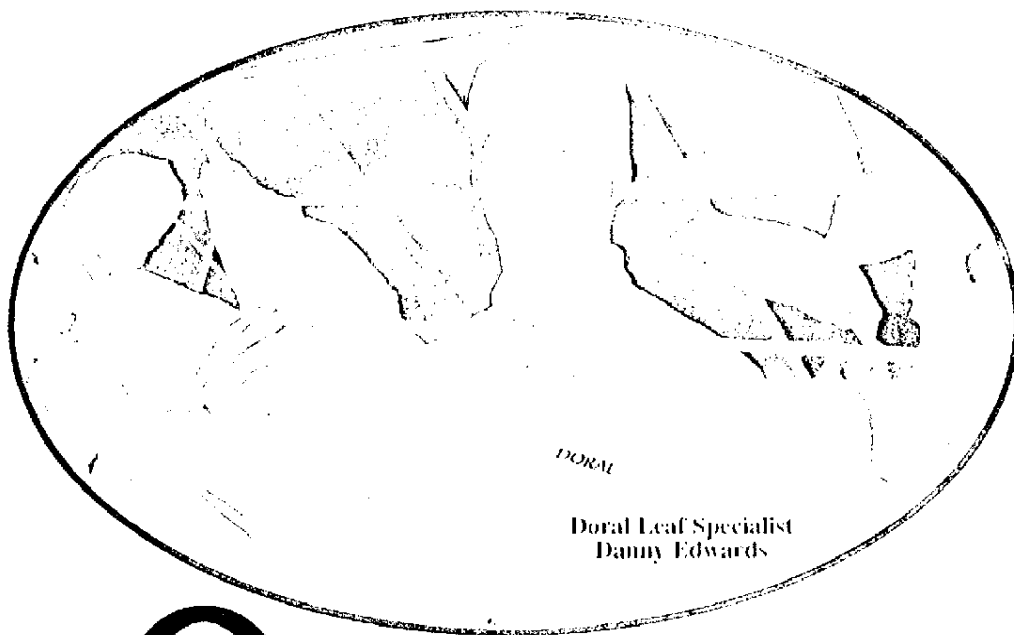
SURGEON GENERAL'S WARNING: SMOKING CAUSES LUNG CANCER, HEART DISEASE, AND EMPHYSEMA.

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PRINT ADVERTISING

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DORAL



Quality

From start to finish,
we choose the highest quality tobaccos to give you
premium taste. We think that's the quality you deserve.

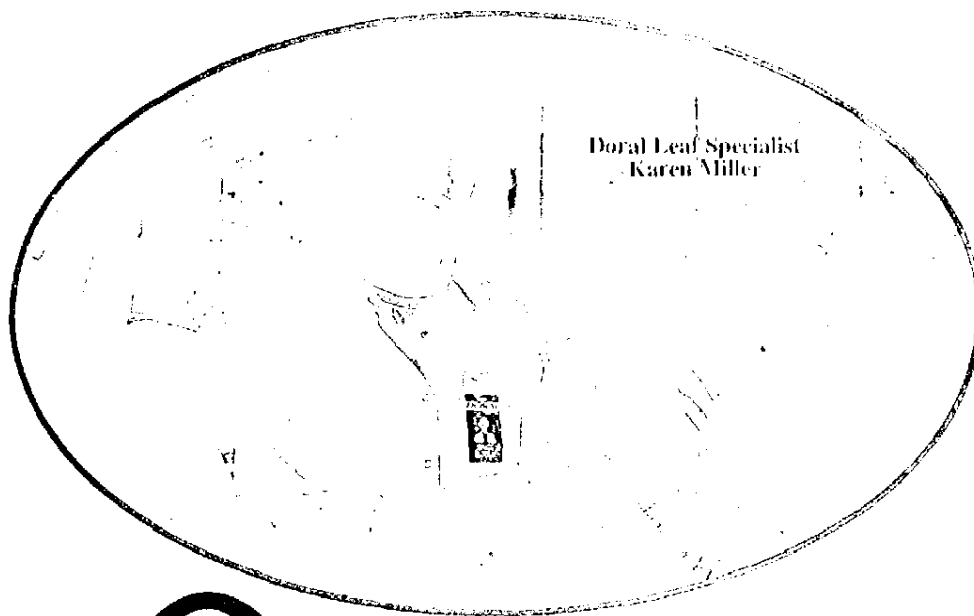
Discover The Doral Difference.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about our Premium Taste Guarantee?
Call us at 1-800-4-DORAL (367284).

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DORAL



Doral Leaf Specialist
Karen Miller

Quality

From start to finish,
we choose the highest quality tobaccos to give you
premium taste. We think that's the quality you deserve.

Discover The Doral Difference.

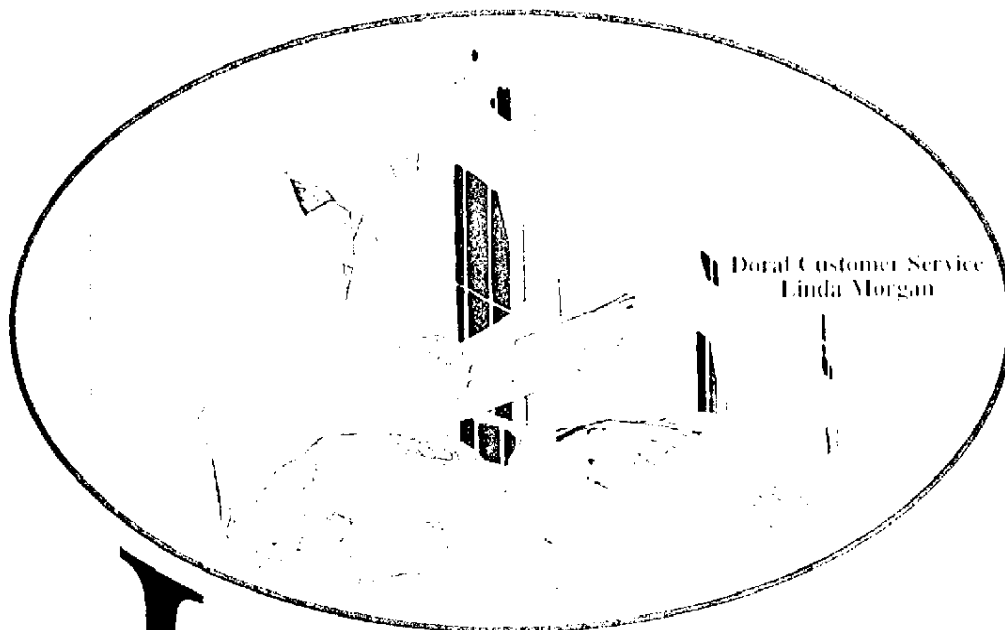
**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about Lead, Pyrrone, Taste Guarantee?
Call us at 1-800-5-DORAL (367284)

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DORAL



L

istens

Last year, thousands of Doral smokers wrote or called us offering their stories and comments. We listened.

Discover The Doral Difference.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

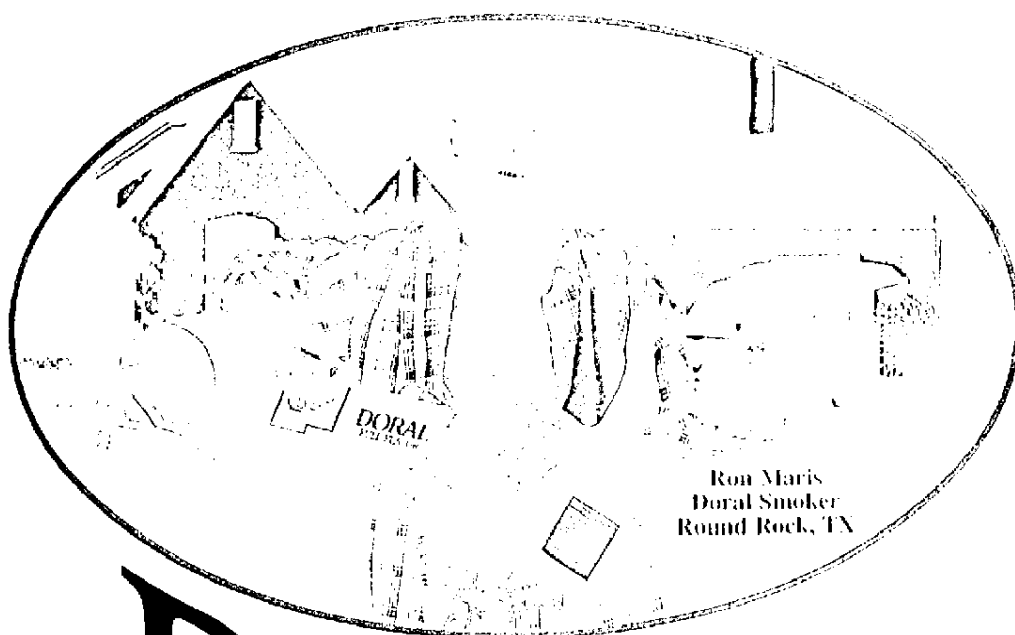
We'd like to hear from you.
Call us at 1-800-7-EDORAL (36725).

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER

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DORAL



Delivers

We'll send you a free carton when you send us
70 pack seals. It's just one way we deliver.

Discover The Doral Difference.

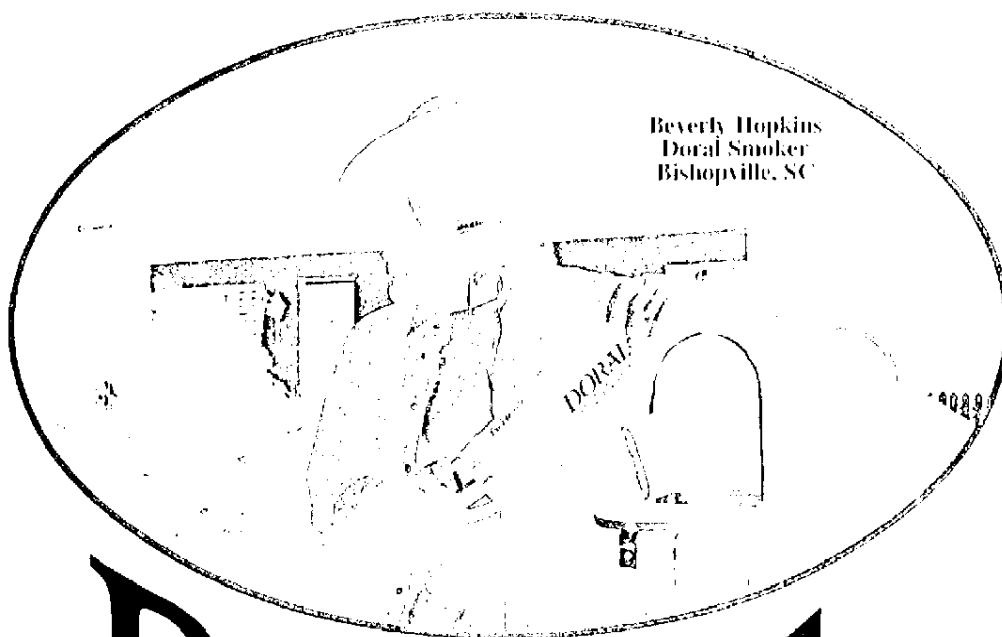
**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about our Free Carton Offer?
Call us at 1-800-4-DORAL (367-294).

PACK SEALS WILL ONLY BE ACCEPTED WHEN ACCOMPANIED BY
A FREE CARTON ORDER FORM.
OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.
MANUFACTURER'S OFFER. OTHER LIMITS APPLY.

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DORAL



Rewards

We like saying "thanks" to our loyal smokers. A free carton for 70 pack seals is just one of our many rewards.

Discover The Doral Difference.

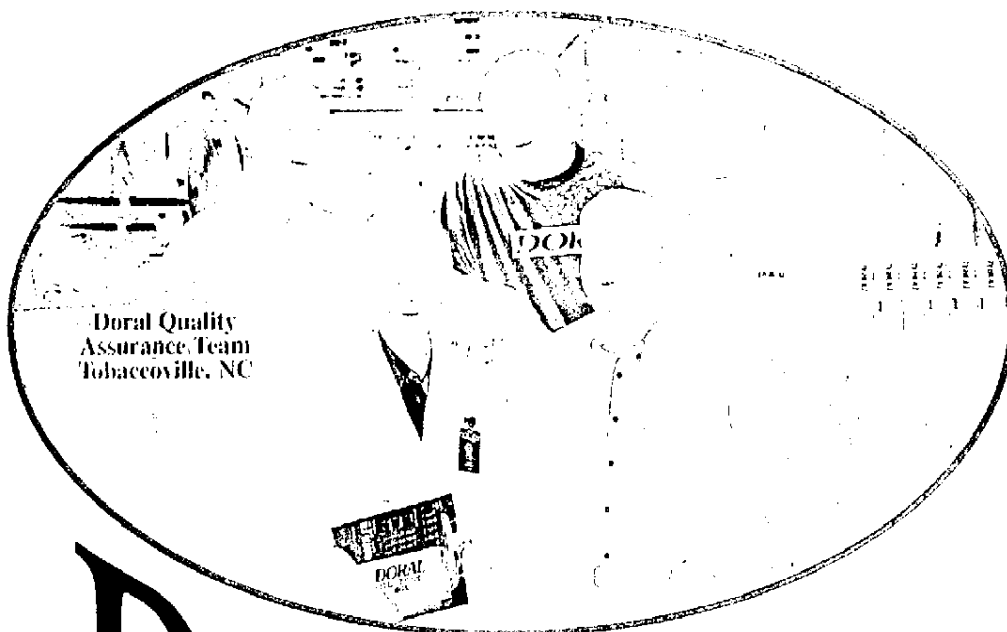
**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about our Free Carton Offer?
Call us at 1-800-74-DORAL (367254)

PACK SEALS WILL ONLY BE ACCEPTED WHEN ACCOMPANIED BY
A FREE CARTON ORDER FORM
OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER
MANUFACTURER'S OFFER. OTHER RESTRICTIONS APPLY.

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DORAL



Promises

We give you premium taste or your money back.
It's not just a guarantee, it's our promise.

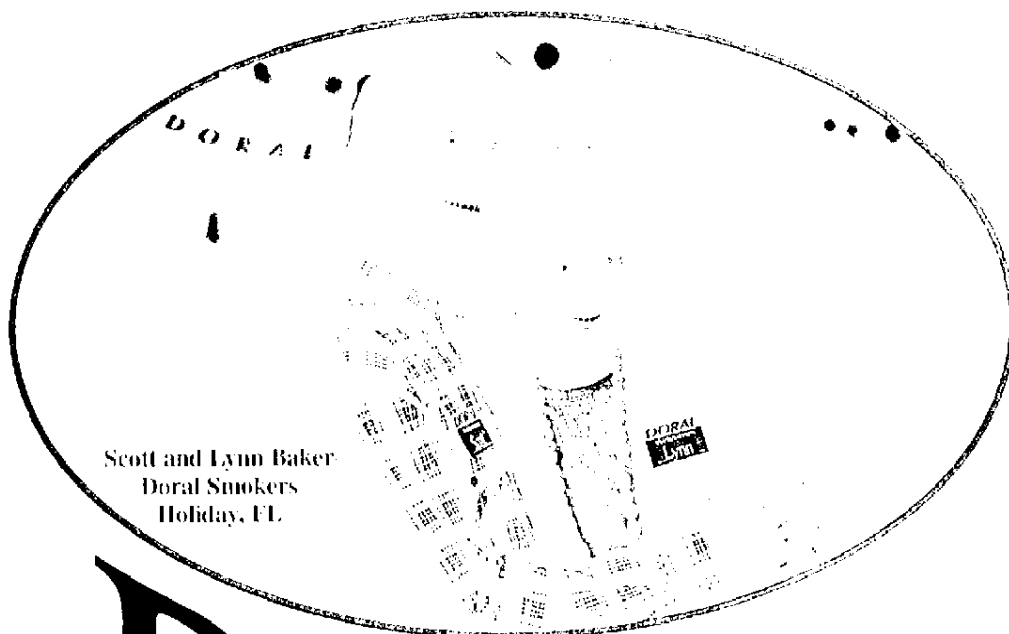
Discover The Doral Difference.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about our Premium Taste Guarantee?
Call us at 1-800-74-DORAL (36725)

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DORAL



Scott and Lynn Baker
Doral Smokers
Holiday, FL

Parties

Every year, we throw parties for thousands of our smokers all across the country. It's one more way we say "thanks!"

Discover The Doral Difference.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

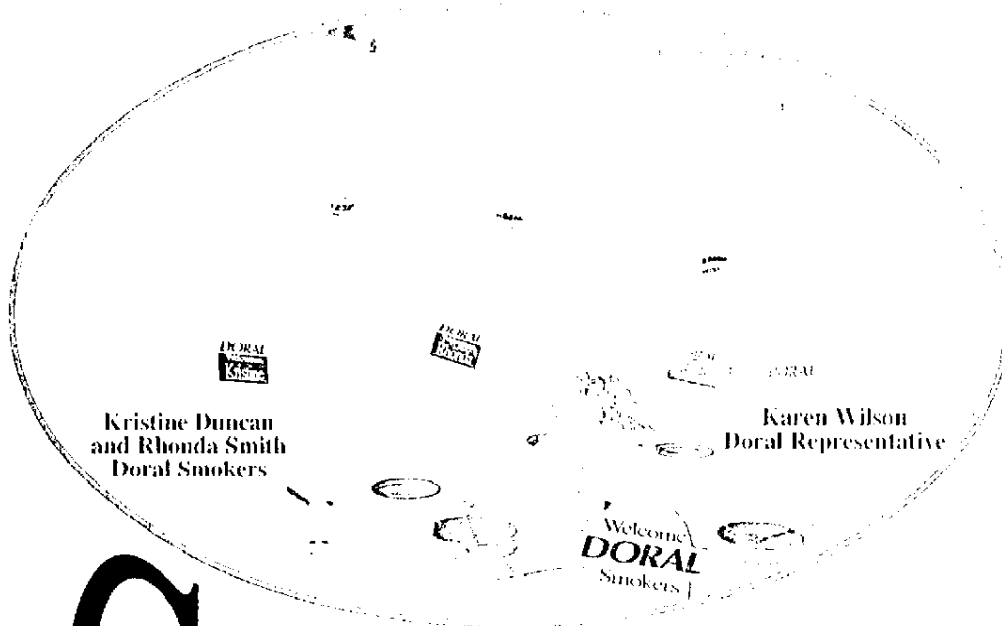
Questions about our Smoker Appreciation Parties?
Call us at 1-800-74-DORAL (362284).

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

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DORAL



Celebrates

All across America, we throw appreciation parties
for our smokers. It's just one more way
we celebrate smokers like you.

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**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

Questions about our Smoker Appreciation Parties?
Call us at 1-800-774-DORAL (367-78).

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER

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POINT-OF-SALE

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DORAL FULL FLAVOR

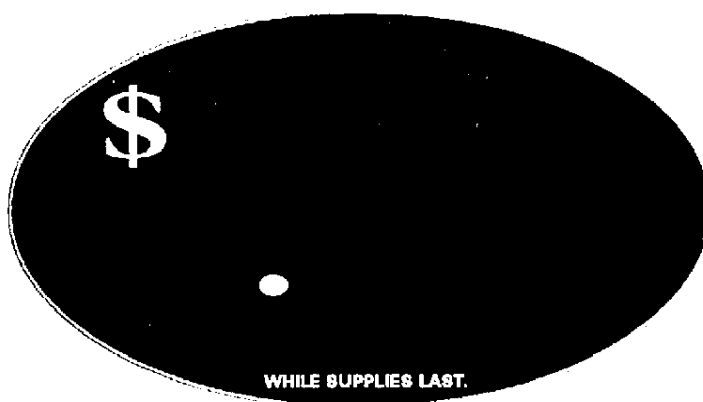
STIMSEIN GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

DORAL

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Premium Taste Or Your Money Back.

See pack for details.



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LARGE PASTER